FOR IMMEDIATE RELEASE

REPUTATION INSTITUTE ANNOUNCES TOP COMPANIES FOR U.S. PUBLIC PERCEPTION OF CORPORATE SOCIAL RESPONSIBILITY

Industry leaders in U.S. CSR RepTrak® include Amazon, LEGO, BMW, Sanofi, Schneider Electric and Panera Bread

BOSTON, MASSACHUSETTS (September 30, 2015) – Reputation Institute today released the U.S. CSR RepTrak®, which highlights the companies that have the best reputations for corporate social responsibility (CSR) among the U.S. public based on a survey conducted in Q1 2015.

"Consumers want to engage with companies that are good corporate citizens," said Brad Hecht, chief research officer at Reputation Institute. "Companies with high CSR scores in our research can point to a demonstrated track record of ethical behavior and leadership."

Reputation Institute's list includes companies from a wide range of industries – including some industries that do not have strong collective reputations. This suggests that the U.S. public is willing to separate companies from their competitors if they act responsibly and – as importantly – communicate clearly about their actions. Companies with the top ten CSR reputations are below:

1. Amazon.com
2. LEGO Group
3. Levi Strauss & Co.
4. BMW
5. Schneider Electric
6. Sanofi (former Sanofi-Aventis)
7. Snap-on
8. Panera Bread
9. Shire Ltd
10. Harley-Davidson

Since the completion of the initial US CSR RepTrak® survey, major news stories appeared regarding the corporate practices of a handful of high-ranking companies. To provide a before-and-after comparison, Reputation Institute re-surveyed the U.S. general public on Amazon and Subway early this month.

Though Amazon tops this year's US CSR RepTrak® survey, the recent resurveying shows a dip in Amazon's reputation, with a 4.5-point drop. Given the score change, Amazon's reputation has shifted from excellent to strong from Q1 to Q3. And Subway's declining reputation is even more significant, with a 6-point drop in score from earlier this year, which would effectively remove them from being considered a most reputable company altogether.

The list of companies with the best CSR reputations among the U.S. public is derived from the data collected for the 2015 US RepTrak® 100 study. The full top 100 list can be found online at http://www.reputationinstitute.com/research/CSR-RepTrak.

Reputation Institute conducted more than 55,000 interviews with the U.S. general public in 1Q 2015. The RepTrak® model is the gold standard for reputation measurement, providing a one-of-a-kind measurement of how the public views the world's best-known companies, examining 15 stakeholder groups in more than 25 industries and more than 50 countries for more than 7,000 companies.

Reputation Institute will hold a webinar to discuss the companies with the best CSR reputations among the U.S. public today, September 30, 2015, at 2pm EDT. Brad Hecht, chief research officer at Reputation Institute, will highlight the top companies, discuss Amazon's and Subway's declining reputations, and explain the return on reputation. Register for the webinar on our website at http://www.reputationinstitute.com/Events.

About Reputation Institute

Reputation Institute (RI) is the world's leading consulting and advisory firm for reputation. RI enables many of the world's leading companies to make more confident business decisions that build and protect reputation capital, analyze risk and sustainability topics, and drive competitive advantage. RI's most prominent management tool is the RepTrak® model for analyzing the reputations of companies and institutions — best known via the Global RepTrak® 100, the world's largest and most comprehensive study of corporate reputations, as well as Country RepTrak® and City RepTrak® studies that look at reputation across organizations within a given geography.

Learn more at: http://www.reputationinstitute.com/

Further information
Jennifer Villarreal, Communications Manager
+1 617 758 0956
jvillarreal@reputationinstitute.com

# # #

RI Offices: Brazil • Denmark • Italy • Netherlands • Spain • United Kingdom • United States

RI Associates: Australia • Belgium • Chile • China • Colombia • Finland • France • Ireland • Malaysia • Norway • Peru • Poland • Portugal • Russia • Saudi Arabia • Singapore • South Africa • Sweden • Switzerland • Ukraine • United Arab Emirates